



WEWS

ORDER

Flight Dates **09/24/12-10/14/12**

Contract / Revision **311445 /** **Cand O'donnell/Cupp**

Original Date / Revision
09/18/12 09/21/12 Agency Com 15%
Billing Contact

Advertiser **Ohio Supreme Court 2012**
7720 Benson Road
Carroll, OH 43112

Agency **Midwest Communications &**

Buying Contact
49 S Grant Avenue
Columbus, OH 43125
Sales Office WEWSL
Sales Region LOC
Agency Ref

Primary Account Executive
Bill Young

Account Executive	Order%	Start Date	End Date
Bill Young	100%		

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes AGY POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Order Share 100% Market Value 48800

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	22	\$13,940.00	\$16,400.00	0.00	08/27/12	09/30/12	22	\$13,940.00	\$16,400.00
October 2012	43	\$27,540.00	\$32,400.00	0.00	10/01/12	10/14/12	43	\$27,540.00	\$32,400.00
Totals	65	\$41,480.00	\$48,800.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WEWS	09/24/12	10/14/12	M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	4	\$400.00	P-2	0.00 NM	11	\$4,400.00
				M-F GMC 5-6a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/24/12	09/30/12	MTWTF--		4			\$400.00			0.00		
Week:		10/01/12	10/07/12	MTWTF--		4			\$400.00			0.00		
Week:		10/08/12	10/14/12	MTWTF--		3			\$400.00			0.00		



WEWS

Print Date: 10/18/12

Page 2 of 2

Contract / Revision **311445** Flight Dates **09/24/12-10/14/12**

Hiatus Dates

Original Date / Revision 09/18/12/ 09/21/12

Order Sep 00:20:00

Advertiser **Ohio Supreme Court 2012** Product **Cand O'donnell/Cupp**

Estimate #

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	09/24/12	10/14/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	3	\$550.00	P-2	0.00	NM	9	\$4,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	MTWTF--					3	\$550.00		0.00			
	Week:	10/01/12	10/07/12	MTWTF--					3	\$550.00		0.00			
	Week:	10/08/12	10/14/12	MTWTF--					3	\$550.00		0.00			
N 3	WEWS	09/24/12	10/14/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	9	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	MTWTF--					3	\$600.00		0.00			
	Week:	10/01/12	10/07/12	MTWTF--					3	\$600.00		0.00			
	Week:	10/08/12	10/14/12	MTWTF--					3	\$600.00		0.00			
N 4	WEWS	09/24/12	10/14/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	15	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	MTWTF--					5	\$800.00		0.00			
	Week:	10/01/12	10/07/12	MTWTF--					5	\$800.00		0.00			
	Week:	10/08/12	10/14/12	MTWTF--					5	\$800.00		0.00			
N 5	WEWS	09/24/12	10/14/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	3	\$950.00	P-2	0.00	NM	9	\$8,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	MTWTF--					3	\$950.00		0.00			
	Week:	10/01/12	10/07/12	MTWTF--					3	\$950.00		0.00			
	Week:	10/08/12	10/14/12	MTWTF--					3	\$950.00		0.00			
N 6	WEWS	09/24/12	10/14/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	3	\$1,300.00	P-2	0.00	NM	9	\$11,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	MTWTF--					3	\$1,300.00		0.00			
	Week:	10/01/12	10/07/12	MTWTF--					3	\$1,300.00		0.00			
	Week:	10/08/12	10/14/12	MTWTF--					3	\$1,300.00		0.00			
N 7	WEWS	09/24/12	10/14/12	SA-SU GMA 8-9a SA-SU GMA 8-9a	CM	8-9a	-----SS	:30	1	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----SS					1	\$600.00		0.00			
	Week:	10/01/12	10/07/12	-----SS					1	\$600.00		0.00			
	Week:	10/08/12	10/14/12	-----SS					1	\$600.00		0.00			
Totals														65	\$48,800.00